

## **Historic, Archive Document**

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TELEPHONE  
RA. [7671]

**ROSEBUD**  
1950 ★ MAR 30 1950 ★  
U.S. Department of Agriculture  
WHOLESALE LIST  
OF



*Hardy*  
**MUMS**

ROOTED  
CUTTINGS

**ROSEBUD FLORAL COMPANY**  
351 N. BURGESS AVE. COLUMBUS 4, OHIO

NAME AND DESCRIPTION	ROOTED	CUTTINGS
	Per 10	Per 100
ALLEGRO - Shrimp-pink with coppery salmon undertone.	\$1.50	\$10.00
ALCONQUIA - Early September. Bright yellow.	1.00	6.00
ALABASTER - Giant 5 inch double white. English.	1.50	10.00
APPLEBLOSSOM - New early Appleblossom pink.	1.50	10.00
APRICOT GLOW - An Apricot Cushion. Double.	1.25	8.00
ARGENTUILLIAS - Early bright red, tipped yellow.	1.25	8.00
AUTUMN LIGHTS - Super hardy orange red.	1.00	6.00
AUTUMN SUNLIGHT - Brilliant early double - yellow	1.95	10.00
AVALANCHE - Large double early white.	1.75	8.00
BARBARA SMALL - Lavender pink.	1.95	10.00
BETTY - Excellent salmon pink for cutting.	1.95	12.00
BOBBY'S RED SINGLE - Brilliant scarlet single, fading to orange red, beautiful at all stages.	2.00	15.00
BONFIRE - Brilliant bronze red. Foliage excellent.	1.00	6.00
BRONZE EARLY BUTTERCUP - Best English. Giant bronze incurve.	1.50	10.00
BROWN POMPOM - Super hardy brown. Unusual foliage.	1.25	8.00
BUCKEYE BEAUTY - Upright lavender, golden sheen. Unusual.	1.50	10.00
BURGUNDY - Rich wine Red.	1.00	6.00
CALIPH - Bright deep red.	1.00	6.00
CANARY - Soft early yellow. Fine cut. 1949 Rosebud introduction.	2.00	15.00
CARNIVAL - Burnt orange bronze red. Golden shadings.	1.95	12.00
CAROLINE YOSICK - Outstanding pink bronze for cutting. Button.	1.50	10.00
CERISE - Cerise red English. Different.	1.50	10.00

NAME AND DESCRIPTION

Per 12

Per 100

CHALLENGER - Large English. Brilliant bronze yellow.	\$ 1.50	\$10.00
CHAS. NYE - Large brilliant yellow. The best.	1.50	10.00
CHARWOOD - Giant English dark pink. Incurve.	1.50	10.00
CHERRY GLOW - Unusual cherry pink. Variations of color.	2.00	15.00
CHESTER CASTLE - English. Very large white with pink shadings.	1.50	10.00
CHINA GOLD - English pointed petaled flowers. Gold.	1.50	10.00
CHIPFEWA - Aster purple. Unusual. Incurved large.	1.95	12.00
CHIKUITA - Most brilliant of all yellows. Very dwarf. Outstanding.	2.00	15.00
CHRIS COLUMBUS - Best early white for cutting.	1.50	10.00
CINDY - 1950 - Brilliant blood red. Sensational.	3.00	25.00
CONTRAST	2.00	15.00
COURAGEOUS - Bright red. Upright habit.	1.95	12.00
CYDONIA - Brilliant bronze red. Stands out.	1.25	8.00
DAHLIA MUM - Brilliant masses of dark red cacti shaped flowers.	1.25	8.00
DAWN ROSE - Grenadine-pink to bittersweet pink - streaked.	2.00	15.00
EARLY BRONZE - Very hardy bronze button. Early, fine cut.	1.00	6.00
EARLY WONDER - Soft pink semi ball pompom. Early.	1.25	8.00
EARLY WORM - Dwarf early yellow. Outstanding for hardiness.	1.95	12.00
EMBER - Solid double orange. Early. Oct. 10th.	1.00	6.00
EUREKA GIANT - Buff apricot - 30 inch stems.	1.50	10.00
EGYPT - Bright bronze giant flowers. English.	1.50	10.00
FLAMING BEAUTY - Large cushion. Flowers flame red.	2.00	15.00
FUCHIA FAIRY - Dainty fuschia red flowers on dwarf round mounds.	2.00	15.00
GLOWING COALS - Almost black red with a glowing brilliance.	1.50	10.00
GOBLIN - Super hardy bronze button for cutting.	1.00	6.00
GOLD - True gold with somewhat spoon petals.	1.50	10.00
GOLD LODE - Giant yellow flowers. Fernlike foliage.	1.00	6.00
GOLD PAGEANT - 1950 introduction. Masses of gold with iridescent sheen.	3.00	25.00
GOLD STANDARD - Large giant yellow. One of the finest English Mums.	1.50	10.00
GOLDEN CARPET - Yellow clinging a few inches from the ground.	2.00	15.00
GOLDEN CHARM - Clusters of golden flowers on strong sturdy stems.	1.00	6.00
GOLDEN HOURS - Early ball pompom.	1.95	12.00
GOLDEN MEMORIES - 1949 Introduction. Great masses of yellow, large button	2.00	15.00
GOLDEN ROSE - Old rose - overlaid gold.	1.50	10.00
GOLDEN SALMON - Super hardy bronze salmon touched with gold.	1.50	10.00
GOLDEN SUNSET - Yellow with a center of red. Unusual.	1.95	12.00
HEATHERBLOOM - Heatherpink. Center shaded rose red with touches of yellow.	1.50	10.00
HILLTOP GOLD - Large double golden yellow. Tall.	1.50	10.00
HUNTSMAN - Vivid brilliant scarlet, orange overcast, walnut bronze.	2.00	15.00
IMPROVED EARLY WONDER - Deeper pink sport of Early Wonder. Outstanding.	1.95	12.00
INSPIRATION - Large rich orange red, overlaid apricot orange.	2.00	15.00
IRENE - White ball pompom; good cut.	1.00	6.00
JASPER SPOON - Jasper red with yellow tubular petals.	1.25	8.00
JAYEFF - Huge 4-inch flowers. Deep pink with drifting dazzling sheen.	1.50	10.00
JOAN HELEN - Sparkling garnet shading to purple. Early September.	1.25	8.00
KATHLEEN - Very early maroon pompom. Good cut.	1.50	10.00
KING MIDAS - Very large yellow touched with gold.	1.00	6.00
LAVENDER CUSHION - A new lavender flower.	2.00	15.00
LAVENDER LADY - Double true lavender. Unsurpassed.	1.25	8.00
LAVENDER LASSIE - Lavender button pompon.	1.25	8.00

<u>NAME AND DESCRIPTION</u>	<u>Per 10</u>	<u>Per 100</u>
LEDA - English. Beautiful large heliotrope pink.	\$ 1.50	\$10.00
LITTLE BOB - Mahogany red button on dwarf compact mounds.	1.25	8.00
MCCOMB'S WHITE - 1950 introduction. Outstanding cut flower. Blooms Oct. 10th on 30" stem.	3.00	25.00
MAGNIFICENT - 4-inch plumb red or rosy cardinal with coppery cast.	2.00	15.00
MARGARET ANN - Very early. Rose to cardinal.	1.50	10.00
MARGIE - Dark red almost black.	1.95	12.00
MARY HARRISON - Bright glowing aster purple, shading to phlox-purple.	2.00	15.00
MISS LACE - Outstanding large dazzling pink.	1.50	10.00
MORGAN'S DUPLEX - 1949 introduction. Bright red, blooming Oct. 10th.	2.00	15.00
MORGAN'S RED SINGLE - Frost resistant. Red. Heavy producer.	2.00	15.00
NABOB - Rich exotic soft purple with metallic sheen.	2.00	15.00
NANKEEN - Tall golden cushion with shimmering sheen of gold.	2.00	15.00
NANOOK - Dwarf, compact plant covered with beautiful white flowers.	1.50	10.00
NECTAR - White with an orchid lavender sheen. Different.	2.00	15.00
OLIVE LONGLAND - Salmon pink touched with apricot. Beautiful.	1.25	8.00
ORANGE CLUSTER - Tall. Yellow - good cut flower.	1.50	10.00
ORCHID SPOON - Orchard spoon with lavender white petals.	1.25	8.00
ORIENTAL GLORY - Oriental red - pointed petals. Rosebud introduction.	1.50	10.00
PALE MOON - Soft yellow. Upright. Good cut.	1.25	8.00
PEPITA - Creamy yellow with red eye. Stocky compact cushion pompon.	2.00	15.00
PIGMY GOLD - Compact plant with yellow button flowers.	1.00	6.00
PINK PRINCESS - Lavender pink. Double. Good cut.	2.00	15.00
PINK SURPRISE - Outstanding pink. 1949 Rosebud introduction. Blooms Sept.	2.00	15.00
POCHATGONG - Celestial rose pink shading to lavender. Streaked with white.	1.00	6.00
POUNDER PUFF - New white cushion. Bristol 1949 introduction.	2.00	15.00
PURPLE CUSHION - Purple red - early. Rosebud introduction.	1.50	10.00
PURPLE JEWELL - A purple red with ball-like flowers.	2.00	15.00
CAPTURE - A blend of yellow, red, bronze and apricot.	1.25	8.00
RED CLOUD - A red cushion of dark carmen red.	1.95	12.00
RED COAT - Dazzling red. Vermillion.	2.00	15.00
RED CUSHION - Early. Yellow center.	1.00	6.00
RED RIDING HOOD - Brilliant deep red. Very attractive.	1.25	8.00
RED VELVET - Deep velvety red of unusual brilliance.	1.00	6.00
ROSEBUD - Rose pink. Rosebud introduction. Blooms Oct. 1st. Ideal cut.	1.50	10.00
ROSE MOUND - Old rose button. Compact plant.	1.50	10.00
RUBY POMPON - Best bright red ball pompon.	1.25	8.00
SCARLET LADY - Red with scarlet overcast. Rosebud introduction.	1.50	10.00
SEPTEMBER BRONZE - Bronze pompon compact.	1.00	6.00
SEPTEMBER CLOUD - White Pompon. Compact.	1.00	6.00
SEPTEMBER GOLD - Bright yellow pompon. Compact.	1.00	6.00
SID'S YELLOW - Yellow pompon. Rosebud introduction 1949. Good cut flower.	2.00	15.00
SILVER TIPS - Crushed strawberry with white tips.	1.50	10.00
SYMPHONY - Beautiful blend of peach, pink and gold.	1.25	8.00
TAMFICO - A high crested double bronze. Ideal for cutting.	1.95	12.00
TANGERINE - A tangerine orange. Flowers large with loose petals.	2.00	15.00
TAPESTRY - Gleaming rich pink shading to ashes of roses. (Bristol)	2.00	15.00
TASIVA - White double blooming Oct. 5th.	1.25	8.00
TIGER - English. Red fading to bronze then yellow.	1.50	10.00
VIOLET - Brilliant violet purple of outstanding qualities. Very early.	1.95	12.00
VULCAN - A glowing bright red of large size. English.	1.50	10.00

<u>NAME AND DESCRIPTION</u>	<u>Per 10</u>	<u>Per 100</u>
WATER LILY - A beautiful white single. Very compact plant - early.	\$1.25	\$8.00
WHITE WONDER - White ball pompon. Early and the finest cut flower.	1.50	10.00
WINTERSET - Upright large double white of unusual merit and good cut flower.	1.25	8.00
WYCHWOOD - Early yellow pompon of unusual brilliance.	1.50	10.00
YELLOW CUSHION - Compact yellow with some red at base of petals. Dwarf.	1.00	6.00
YELLOW POMPON - This is a new introduction which we have covered in our trials the past 3 years and grown in the Ohio State University Mum trials. It grows 20 inches and would be an ideal cut flower if stem length was longer. We have been using this as a parent plant for seedlings, trying to get a plant of this type with longer stems. We are releasing some this year. The nurseries who have our complete list will probably be the only ones to get this.	2.00	15.00
YELLOW SPOON - Spider quilled tubular petals of unusual yellow brilliance.	1.00	6.00
YELLOW TASIVA - A double, loose petals. Blooming Oct. 5th.	1.00	6.00

#### ROSEBUD INTRODUCTIONS

<u>NAME AND DESCRIPTION</u>	<u>Per 10</u>	<u>Per 100</u>
APPLE BLOSSOM - An apple blossom pink, fading to a clear white with cactus like petals. Grows 26". Blooms Sept 15th, 2½- inch flowers. Produces an abundance of cut flowers, on good strong stems.	\$ 1.50	\$ 10.00
AUTUMN SUNLIGHT - An intense golden yellow shading to a bright yellow at tips of petals. The most brilliant yellow we grow. Fully 2½-inch flowers on 30-inch stems. Blooms Sept. 15th. If you need a deep yellow try this one.	1.50	10.00
BUCKEYE BEAUTY- A new lavender pompon with a slight golden sheen that adds much to its beauty. 3" flowers in clusters of ball-like blooms on strong sturdy stems. Blooms Oct. 10th. Fine cut flowers and outstanding for field sales. A lavender pompon has been badly needed. in the Hardy Class.	1.50	10.00
CANARY - Soft dazzling early yellow. 28-inch stems, a mass of gorgeous bloom from Sept. 15th on.	2.00	15.00
CHRIS COLUMBUS - A new white pompon with yellow buds. Created a sensation at the Columbus Flower Show where it was named by Mayor James Rhodes. This is a cut flower variety blooming Sept. 15th. Strong sturdy, 30-inch stems. A long awaited variety that will compete with cloth grown stock. Super hardy	1.50	10.00
CINDY - Beautiful huge brilliant red single with contrasting yellow center. If you visited the Columbus Mum Show, or our fields last fall you saw this dazzling Mum of which we refused hundreds of orders, but it is available now.	3.00	25.00
FLAMING BEAUTY - Flame red and luxuriant growth of cushion habit, spreading into a fasination, delightful show about Sept. 25th. Grows into 28 inch mounds.	2.00	15.00

NAME AND DESCRIPTIONPer 10Per 100

GOLD - A large 4-inch double flower of pure gold. Strong 30-inch stems, blooming Sept. 20th. An ideal cut flower. Much admired at the flower show.	\$ 1.50	\$ 10.00
GOLDEN ROSE - An old rose overlaid gold. Blooms 3 inches, height 26 inches. Abundant producer. One plant will produce two or more cut flower bunches. A new color in Hardy mums.	1.50	10.00
GOLDEN MEMORIES - Brilliant golden yellow button in sprays with new buds in abundance. Start opening from Aug. through-out the entire season. Large massive plant 28" across.	2.00	15.00
GOLD PAGEANT - Brilliant masses of 3" flowers of shimmering gold. Center somewhat darker dazzling sheen. Orange buds create a contrasting mass of harmonious beauty. Blooms early--September 25th on 28" sturdy stems.	3.00	25.00
GOLDEN SALMON - A chestnut salmon suffused with gold. Large 4 to 5-inch flowers on heavy strong stems 30 inches. Blooms Sept. 25th. Fully double, greatly admired by the public.	1.50	10.00
HILLTOP GOLD - A large golden yellow, many blooms 5 inches without disbudding. Grows 34 inches on heavy stems. Fine cut and outstanding variety for selling from the field. Blooms Oct. 1st. Very frost resistant. This is a coming variety.	1.50	10.00
JANET - A beautiful shade of rosy gold. 3 inch double incurved flowers from August till frost. Foliage fernlike. Plant dwarf and spreading, masses of bloom, the bloom lasting in good condition all fall. Grows 20 inches.	1.50	10.00
KATHLEEN - A bright maroon red pompom, on upright 30-inch stems. An ideal cut flower blooming Sept. 1st. This is our earliest double red.	1.50	10.00
MARGARET ANN - A deep rose pink of unusual merit. 3-inch flowers on 28-inch sturdy stems. Blooms Sept. 15th, good early cut flower.	1.50	10.00
MORGAN'S DUPLEX - A bright red duplex flower blooming Oct. 10th. Frost resistant.	2.00	15.00
McCOMB'S WHITE - A dainty white 2 inch double semiball pompon with solid bloom. Outstanding cut flower. Blooms October 10th on 30" stems. A beautiful flower.	3.00	25.00
ORANGE CLUSTER - A deep yellow with narrow petals. Blooms 4 inches on sturdy stems. Makes an ideal cut flower. Blooms Oct. 5th. Very frost resistant. Good yellows are scarce, and this will be a much needed variety.	1.50	10.00
ORIENTAL GLORY - Brilliant double oriental red. Petals somewhat pointed. 3 inch flowers on strong 30 inch stems. This variety has a brilliance surpassing all reds. Fine cut flower. Blooms Sept. 25th.	1.50	10.00
PINK SURPRISE - Great masses of the most beautiful shade of true pink. A glowing mass of brilliance. 4½ inch incurved blooms on 28" stems. Blooms Sept. 15th	2.00	15.00
PURPLE CUSHION - A new addition to the cushion family. Blooms in Aug. Deep purple red blooms. Height 15 inches. One of the first to bloom. Very hardy.	1.50	10.00
ROSEBUD - 3-inch flowers of deep clear rose pink. A much needed color in mums. Blooms Oct. 1st. Stems upright and strong. Ideal cut flower. This is our best Rose Pink, good cut and an outstanding variety in every way. Grows 30 inches.	1.50	10.00

(over)

NAME AND DESCRIPTIONPer 10Per 100

SID'S YELLOW - An outstanding brilliant yellow. Seedling from Golden Charm, developed by R. R. Sidwell. Grows upright. Fully double. Good cut flower.

2.00

15.00

TINTS OF FALL - A fine dwarf edging variety. Yellow spotted and streaked with red and bronze. 2-inch flowers cover the sturdy bushy plant from Sept. 5th on. Grows 8 to 10 inches tall and spreads to 15 inches. We used this to edge our planting at the flower show last two years.

2.00

15.00